

**IN THE CLAIMS****1. – 40. (canceled)**

41. (new) An information distribution service providing system which has a server system and at least one information provider terminal connected to the server system, for distributing information designated by an information provider, via a network from the server system to mobile information terminals of service users for which utilization of an information providing service has been registered, wherein

said information provider terminal includes means for designating, to the server system, information for distributing, an information distribution region and attributes of service users; and

said server system includes:

calculation means for calculating, based upon position information from service users for which utilization of an information providing service has been registered, a distribution density of service users who have said attributes for each zone in the information distribution region designated by the information provider;

means for distributing preferentially the information designated by the information provider to mobile information terminals of service users who have said attributes and are present in the zones of high distribution density;

means for accepting and storing reaction of the service users to the distributed information;

means for analyzing the accepted user reaction; and

means for statistically processing results of the analysis and outputting a report.

42. (new) The information distribution service providing system according to claim

41, wherein said analyzing means analyzes the accepted user reaction based on a time from moment of distribution to user response and information indicating position of the user at this time.

43. (new) The information distribution service providing system according to claim

41, further comprising:

means for reporting the obtained statistical results to the information provider.

44. (new) The information distribution service providing system according to claim

41, wherein said distributing means decides information distribution frequency and information distribution order in dependence upon the distribution density and delivers the information designated by the information provider to the service user based on the decided information distribution frequency and information distribution order.

45. (new) An information distribution service providing system which has a server

system and at least one information provider terminal connected to the server system, for distributing information designated by an information provider, via a network from the server system to mobile information terminals of service users for which utilization of an information providing service has been registered, wherein

said information provider terminal includes designation means for designating, to the server system, location of the information provider and attributes of service users to whom information is to be distributed; and

said server system includes:

means for storing the location of the information provider;

means for storing position information from the service users for which utilization of an information providing service has been registered;

a calculation portion for calculating, for each region based upon the position information, a distribution density of the service users who have said attributes designated by the information provider terminal;

means for estimating distance between a region with high distribution density and the location of the information provider; and

means for notifying the region with high distribution density to the information provider terminal if said distance is shorter than a set distance; wherein the service provider delivers, via the server system, the information to the service users who have said attributes and are present in the notified region with high distribution density.

46. (new) The information distribution service providing system according to claim 45, further comprising:

means for analyzing the effectiveness of information distribution based on said distance, wherein said notifying means notifies the information provider terminal of the results of the analysis or advice based on the results of the analysis, in addition to region information.